

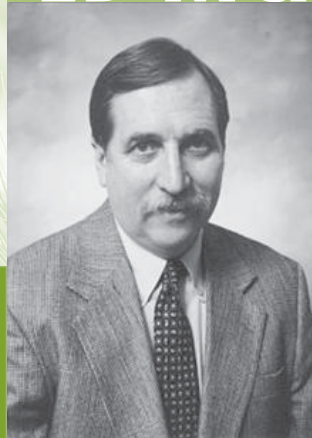
URBAN SUSTAINABILITY

forum 2005

An energizing public
dialogue on transforming
Seattle into a 21st
century city that is
climate-neutral,
pedestrian-friendly,
transit-oriented,
community-focused and
sustainably designed



ED MCMAHON Feb. 28



Mayor Greg Nickels kicks off the
2005 Urban Sustainability Forum with

"The Business Case for Sustainable Development"

Monday, Feb. 28, 2005, 5:30-7:00 pm
Seattle Central Library Auditorium

FEATURING: Ed McMahon

*Author & Senior Resident Fellow for Sustainable
Development, Urban Land Institute*

Come help us plan for a
brighter future. Hear nationally
recognized leaders in sustain-
able community development
at a forum designed to inspire
Seattle's business leaders and
citizens to
create a
shared vision
of urban
sustainability.



Nationally known as an inspiring and thought-provoking speaker, Ed McMahon is an attorney, community planner, lecturer, author and expert on the topics of sustainable development, land conservation, growth management, urban design and historic preservation. He currently holds the Charles Fraser Chair on Sustainable Development at the Urban Land Institute.

Previously, McMahon spent 14 years as the Vice President and Director of Land Use Planning for The Conservation Fund in Arlington, Virginia. He is also the cofounder and former President of Scenic America, a national nonprofit organization devoted to protecting America's scenic landscapes.

He is the author of 15 books and over 150 articles. His latest books are *Land Conservation Finance* and *Better Models for Commercial Development*. He also writes a regular column in *Planning Commissioners Journal*. Over the past 15 years Mr. McMahon has drafted numerous local land use plans and ordinances. He has organized successful efforts to acquire and protect urban parkland, wilderness areas and other conservation properties.

McMahon has an M.A. in Urban Studies from the University of Alabama and a J.D. from Georgetown University Law School where he taught law and public policy from 1976-1985.

questions?

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sponsors

For details on all events during the
2005 Urban Sustainability Forum, visit
[www.seattle.gov/dpd/
sustainability](http://www.seattle.gov/dpd/sustainability)



City of Seattle



BETTERBRICKS



The Seattle Public Library

ULI Seattle
A district council of the Urban Land Institute

